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Dear friends,

This year, we are celebrating our 15th anniversary and it feels like yesterday when Reforestamos was born as an answer to the crisis generated due to the fires in 1998. As of the creation of Reforestamos, we have evolved from being an organization with a conservationist point of view, focused on trees, to being an organization that believes in people, in their capacities to innovate and create conditions that will allow for the stoppage of deforestation, the productive increase in the landscape, the facilitation of sustainable forest management, and the increase of tree planting in cities.

In Reforestamos, we consider that one of the most effective ways to innovate in regards to the landscape is by forest entrepreneurship. Many of our initiatives throughout the last 10 years have revolved around the forest company and its role to guide communities towards the sustainable management of forests.

A forest that generates economic benefits for its owners is a forest that is protected for the next generations, thus, it is within the interest of our organization that these companies act in their best behaviors and that they implement the best practices to guarantee more and better forests for the future. Consequently, in 2017 we integrated all the initiatives related to innovation, entrepreneurship, and investment on a strategy that strengthens the forest entrepreneurship ecosystem.

In 2017, we furthered our efforts in key factors to guarantee forest legality and the comprehensive management of the landscape: forest transparency and open government. It became clear - due to the evidence that we generated working in team with Cemda and Cartocritica – that without transparency we cannot achieve that every actor who has an influence on the landscape take the best decisions in favor of the forests.

In the same way, this year we harvested the fruits of Reforestamos' labor within the COP 13 of Biodiversity, which took place at the end of 2016.

Reforestamos served as a catalyst for the Mexican Alliance of Biodiversity, the Mexican Alliance for Biodiversity and Business, the Mexican Committee of the International Union for the Conservation of Nature and the Strengthening of the Forest Stewardship Council in Mexico.

In 2017 we succeeded in making Cemefi reformulate the questionnaire given to companies that aspire to be recognized as a Socially Responsible Company. As of this year, thanks to Reforestamos' participation, Cemefi's questionnaire makes reference to the forest, water, and carbon footprints. These type of initiatives will incentivize more companies to improve their relation with the forests. In the same way, in 2017 we promoted the creation of #Presentesostenible (#Sustainablepresent), an alliance that seeks to influence the environmental and sustainability agenda of the Federal Government starting from the change in government programs at the end of 2018.

Thank you for being part of our achievements!

Ernesto Herrera
General Director

Javier Millán
CEO
The forests and rainforests are a common good and it is up to all of us to live in harmony with them.

In Reforestamos, we believe that everybody has the right to live with dignity, which is the reason why we work in solidarity so that the men and women who live in the forests have alternatives to reach their dreams.

In our role as partners, we only intervene when necessary, subsidiarily, so that our recipients develop their full potential to produce forest goods and environmental services in abundance, without compromising the environmental quality of their natural surroundings.
**Mission**

To guarantee more and better forests to foster sustainable development.

**Vision**

We build bridges of collaboration among the different sectors in society, so that people of different backgrounds can provide innovative solutions that allow forests and rainforests to be indispensable in order for Mexico to achieve each of the 17 Sustainable Development Goals established by the United Nations (UN) for 2030.

**Objectives**

- Stop deforestation
- Increase sustainable forest management
- Promote the restoration of degraded lands
- Tree planting in urban areas

**Recipients**

People living in or from the forests, as well as those actors that with their decisions have an influence on their future.
Reforestamos' work model is based on promoting cooperation among the different sectors. For Reforestamos, it is indispensable to generate new synergies among strategic actors to promote innovation in the forest/rural/urban landscapes and to fulfill our mission and vision.

On one side, it is important to develop entrepreneurial skills in forest producers in order for them to attract the necessary capital and talent to manage their natural resources responsibly and to implement the best practices. For that purpose, it is indispensable to promote the private sector's responsible investment and operations within our territory. Companies must consume responsibly the forest goods and environmental services generated by the owners of the forests and rainforests. The collaboration and efficient work between these two sectors will allow people who live in the forests to live from their natural resources and to protect them for the next generations.

This requires enabling conditions. It is necessary to have an impact on the government in order for the normativity, programs, and budget to be aligned in favor of the comprehensive management of the landscape, which will allow for the achievement of the objectives. Similarly, we want people in general to recognize the value of the forests. Thus, it is crucial to collaborate with other civil organizations to empower the citizenship to influence the decision-making processes of all the sectors.

This report presents the initiatives that Reforestamos undertakes in the rural and private sectors, the government, and society as a whole.
Achievements 2017

We reached 78 certified venues with a total of 808,233 ha of well-managed forests.

22,064 hectares in the Yucatan Peninsula impacted with entrepreneurial models.

1,300 youths from 10 Latin American countries develop and propose forest-entrepreneurship ideas.

+540 large-sized trees planted in "La Mexicana" park and Mexico City's median strips.

+5,000 ha restored thanks to +13,000 volunteers from 67 institutions.

10 houses and 9 classrooms rebuilt in Ecatzingo, a forest community in Estado de Mexico, and reactivation of forest activities in the area.

Launching of the "Bosques Abiertos" platform (http://www.bosquesabiertos.org.mx) to strengthen the transparency of public information in the forest sector.
In this section we present the work that Reforestamos does to promote the development of entrepreneurial skills in forest producers, which they need to attract the necessary capital and talent to allow them to manage their natural resources responsibly. These activities contribute to the integration of rural inhabitants into the value chain as environmentally, socially, and economically responsible suppliers.
Two years after the alliance with the Forest Stewardship Council® (FSC®), the project has evolved from the contribution for the development of suppliers to be involved with the strengthening of the “Supply Chain”.

The Reforestamos – FSC®   Mexico alliance has succeeded in addressing the needs of the Community Forest Companies (EFC, Spanish acronym) in our country, with the aim of consolidating the supply of Mexican products originating from forests and rainforests that are adequately managed by communities and ejidos.

The certification that FSC® provides helps to promote processes of improvement in regards to the management of forests and rainforests, as well as every productive process involved in the value chain to obtain a product of legal origin, stemmed from the safety and wellbeing of the employees, from the generation of wealth within the communities and ejidos, and from consumers who are interested in consuming national products, responsible and concerned for the protection of the environment.

Reforestamos recognizes the effort and dedication of communities, ejidos, and companies for complying with the highest international standards to obtain this certification and the commitment they have towards complying with social and environmental safeguards.

The FSC® certification is the international seal with most presence in Mexico. In December 2017, it listed 78 certified venues with a total of 808,233 hectares of well-managed forests; that places us as the fourth country with the most certifications in Latin America. Regarding chains of custody, Mexico is in third place in Latin America, with 147 certifications. ❗️
Adaptation of the FSC® National Standard of Forest Management

Reforestamos was involved in the revision and adequacy of the FSC® Mexico National Standard of Forest Management, aiming to incorporate local knowledge and experience into the FSC® system, so that the requirements be appropriate for the current context and challenges that communities, ejidos, and companies face in the country.

One of the most important input in this revision was the execution of two field tests related to non-timber products. These tests were carried out in the state of Chiapas in the Sierra Morena Ejido, with Camedor Palma (Chamaedorea quezalteca) leaves, and in the state of Campeche in the Nuevo Becal Ejido, with Chicozapote (Manilkara zapota) resin to produce chewing gum. This allowed for the integration of recommendations regarding these issues into the final document. These proposals are now under the revision of the Policy Standards Unit of the FSC® whereby non-timber producers subject to can get involved in the certification rules to which they will be.
Consolidation of the offer of FSC® certified producers

Reforestamos participated in a workshop that focused on the implementation of the supply chain in the northern region of the state of Durango in order to strengthen community forest companies regarding financial, fiscal, legal, management, accounting, intellectual property and training topics within the certification system of the FSC®.

Additionally, we participated in the eighth General Assembly of the FSC® in Vancouver, Canada which had an attendance of 700 people from the five continents. Among the topics discussed were: the methodology that shall be used to make decisions, how to facilitate the certification of small owners, the importance of the certification in non-timber products, and the relationship of the FSC® with the achievement of the Sustainable Development Goals, among others.

The members of FSC® expressed interest in finding out more about the “Wood-Design Innovation Challenges” initiative, with which Reforestamos seeks to help in the production of furniture from community forest companies so that they can respond to the market needs with innovative products.

Development of the demand of FSC® products

Reforestamos worked with FSC® Latin America to participate in the Forum “Increasing the economic benefits of responsible forest management and of FSC® certification for small producers and communities in the Mesoamerican region” in Antigua Guatemala. In this forum, three success cases from Mexican communities (Oaxaca, Quintana Roo, and Michoacan) were selected, Bio-PAPPEL's company Scribe, as well as the presence of communities from the state of Durango to exchange experiences with Honduras, Nicaragua, Costa Rica, and Guatemala.

One of the achievements stemmed from the alliance between Reforestamos and FSC® was the completion of the second edition of FSC®’s Wood-Design Innovation Challenge, with support from the National Institute of the Entrepreneur (Inadem, Spanish acronym), Campus Party, and the Oaxacan Institute of Entrepreneurship and Competitiveness (IODEMC, Spanish acronym). 74 projects were submitted from different states in the country. The finalists received mentoring to improve on their designs and to adapt them to the productive capacities of the members of the Integradora Comunal Forestal de Oaxaca, S.A. de C.V.

The winners from the challenge were Omar Toledo Lopez, from the state of Oaxaca, in the category of “Entertainment Center”, and Maria Fernanda Ocampo del Toro, from Mexico City, with her “Linea Niza” collection, in the category of “Master Bedroom”. The first prototypes from the winning designs were manufactured by Industria de Pueblos Mancomunados in Oaxaca.

Testimonial

The Supply-Chain program is crucially helpful and important, as it strengthens commercial marketing strategies and thus, allows us to promote our products. In addition, it allows us to build relationships to share experiences and to get informed about more organizations, companies, and products”.

Yuriria Hernández, Forestal K’áax Mayas General Manager.
FSC® Wood Design Innovation Challenge 2017

Explosive and Assembling
- Back cover
- Divider
- Large panel
- Lateral
- Extension spool
- Large panel
- Hinged doors
- Drawer units
- Assembly box, spogotted fits

Top cover
Assembly with tilted self-tapping screw

The space was reduced to 502032

Example of a handle for leather drawer
Class and highly durable

3/4” (15.05mm) x 200mm pine tree boards
3/4” (15.05mm) pine tree poles
5/8” pine tree poles
1” metal tubing

Knocks dark grey fabric
Currently painting with several products

Offset Santiago

RETIOS
Refrestamos
Oaxaca
IODEM.C
FSC
Campus Party™
TIP Muebles
Naturamente Sustentable
The Agency for Entrepreneurial Forest Development (ADEF, Spanish acronym) is one of Reforestamos' initiatives that for several years has had a presence in the rural communities from the country's south-east.

The ADEF has developed activities to link strategic actors, as well as provided support to people from rural areas to help them acquire entrepreneurial and human-development skills, with the goal of promoting the development of sustainable rural companies.

The chart below shows the number of people working for ADEF, the surface where its projects cause an impact, its income, and the percentage of profit that this income represents.

<table>
<thead>
<tr>
<th>Group of Beneficiaries</th>
<th>State</th>
<th>Beneficiaries</th>
<th>Surface Under Sustainable Forest Management</th>
<th>Surface of Productive Restoration (Ha)</th>
<th>Income (sales) 2017</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selva Viva 3G</td>
<td>Quintana Roo</td>
<td>33</td>
<td>9346</td>
<td>0</td>
<td>0.00</td>
<td>$156,000</td>
</tr>
<tr>
<td>Ya'ax</td>
<td>Quintana Roo</td>
<td>21</td>
<td>0</td>
<td>0</td>
<td>0.00</td>
<td>$322,000</td>
</tr>
<tr>
<td>FLONATUR</td>
<td>Campeche</td>
<td>28</td>
<td>2121</td>
<td>0</td>
<td>141.00</td>
<td>$280,000</td>
</tr>
<tr>
<td>Meliponiculores</td>
<td>Campeche</td>
<td>16</td>
<td>0</td>
<td>10</td>
<td>3.00</td>
<td>$8,000</td>
</tr>
<tr>
<td>Silvopastoral Nuevo Becal</td>
<td>Campeche</td>
<td>38</td>
<td>0</td>
<td>0</td>
<td>131.37</td>
<td>$360,000</td>
</tr>
<tr>
<td>Agroforesteria Chaya</td>
<td>Quintana Roo</td>
<td>22</td>
<td>0</td>
<td>6</td>
<td>10.00</td>
<td>$118,000</td>
</tr>
<tr>
<td>Emprendedores del Bosque Tropical.</td>
<td>Quintana Roo</td>
<td>33</td>
<td>10597.96</td>
<td>0</td>
<td>0.00</td>
<td>$880,000</td>
</tr>
<tr>
<td>Silvopastoral Noh Bec</td>
<td>Quintana Roo</td>
<td>31</td>
<td>0</td>
<td>9</td>
<td>700.00</td>
<td>$360,000</td>
</tr>
<tr>
<td>Silvopastoral 3G</td>
<td>Quintana Roo</td>
<td>31</td>
<td>0</td>
<td>9</td>
<td>650.00</td>
<td>$320,000</td>
</tr>
<tr>
<td>Silvopastoral Centauros</td>
<td>Campeche</td>
<td>25</td>
<td>0</td>
<td>5</td>
<td>133.29</td>
<td>$240,000</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td></td>
<td><strong>302</strong></td>
<td><strong>22064.96</strong></td>
<td><strong>39</strong></td>
<td><strong>1773.66</strong></td>
<td><strong>$3,044,000</strong></td>
</tr>
</tbody>
</table>

With the objective of promoting the productive restoration of the landscape through the implementation of silvopastoral systems and the use of adequate farming practices, Reforestamos organized a Sustainable Farming forum in Tezmin, Yucatan, by means of its Agency for Entrepreneurial Forest Development, where 25 farmers from 6 municipalities in Peninsula de Yucatan participated.

Additionally, in 2017 the ADEF implemented seed banks with 37 farmers with the potential of restoring 1,000 hectares in four localities in the Yucatan Peninsula, and also analyzed 37 meadows using the Global Forest Watch (GFW) tool in order to find out how and when the loss or gain of forest coverage happened.
In the same vein, we offered training and technical and business support for the communities of Tres Garantías, P. Blanco, Nohbec, Puerto del estado, Nuevo Becal, and Centauros, which will make it possible to increase rural competitiveness and the sustainable management of the forest. The profit increase is shown in the chart.

"I stopped buying cattle feed, I am now starting a program to reintroduce trees back into my meadows, in order to have a more productive ranch”.

Silverio Arjona, farmer from ejido Nohbec, Quintana Roo.

"I like being able to share my knowledge with other farmers, all are welcome and let's improve the way in which we have farmed. Little by little we can generate the changes that we need”.

Gumersindo Balam, Colonia, Yucatán.
Young Forest Entrepreneur is a program that has as its objective to promote entrepreneurship in students studying forestry degrees in Latin America. This is achieved through the sum of the technical knowledge of forestry and the training of teachers and students to complement entrepreneurship and innovation projects in benefit of the Latin American forests and Rainforests.

Every year, in the first semester, Reforestamos recognizes the best proposals from Latin America's youth in a venue where government representatives, civil society, companies, and people interested in forests listen to the ideas with the goal of identifying the projects with the most potential and supporting these youth to consolidate their projects.

At the 2017’s edition of Young Forest Entrepreneur, 115 different proposals were presented and more than 1,300 young people from 10 countries (Chile, Colombia, Costa Rica, Cuba, Ecuador, Guatemala, Honduras, Paraguay, Peru, and Mexico) participated. In this edition, the winners from the category of Mexico were the MAPCO team from Universidad Autonoma de Chiapas, with a herbicide made with Cola de Pescado (Nephrolepis falcata) ferns. The winning team from the category of Mexico and Central America – which also won at the Latin American level – was the Miisqui team, comprised of Universidad Agraria La Molina students, who participated with a product used as a food thickener made with the seed of the Tara tree (Caesalpinia spinosa) whose cultivation also contributes to the restoration of degraded lands.
The award ceremony took place on May 9th, at the Papalote, Museo del Niño, in Mexico City. The jury was comprised by Jose Federico Suarez (Reforestamos Mexico A.C. Vice-president), Irma Acosta Pedregal (Director of Social Responsibility and Corporate Reputation from BBVA Bancomer), Luis Miguel Beristain (Director of the Eugenio Garza Lagüera Entrepreneurship Institute, from TEC de Monterrey), Gaston Mauvezin (Director of PROTEAK), Jesus Martin Cuanalo (General Director of the Mexican Association of Forestry Professionals), and Alberto Marquez (Innovation Manager in MASISA), who, based on their experience, defined the winners of Young Forest Entrepreneur 2017. Approximately 250 people attended the event.

The day of the final event, a meeting was arranged with the directors of forestry degrees from 11 Mexican higher-education institutions, where information was shared related to entrepreneurship and the promotion of the entrepreneurial culture in students, as a current necessity.

In August, we provided training to teachers from forestry schools in Mexico. Thirty teachers from different states learned the tools to support their students in the creation of their entrepreneurship projects, and they visited entrepreneurs and collaborative-work places. Additionally, these Mexican teachers participated in the Balloon Chile program to learn social entrepreneurship methodologies.

In 2017, Reforestamos conducted workshops and conferences about forest entrepreneurship at: the National Congress of Forestry Students of Mexico, the XXI Latin American Congress of Forestry Science Students, the National Congress of Forestry Sciences of Colombia, and the Spanish Forestry Congress.

The launching of Young Forest Entrepreneur Latin America edition 2018 took place in La Molina National Agrarian University, as the winners of the previous edition are students in this University. The next steps will be to organize “Youth Day” at 2018's Forestry Expo, to move forward the Young Forest Entrepreneur contest, and to create the Forest Landscape Entrepreneur awards for preexisting projects that haven't emerged due to our initiative in Universities.

Special thanks to:

† Ing. Carlos Ortega Rodríguez RIP

Coordinator for the Forestry Engineering degree, at Instituto Tecnologico Superior, Irapuato, San Felipe Campus.

Reforestamos acknowledges the commitment and dedication with which he encouraged hundreds of young people along their path, by transmitting his enthusiasm for a better future for all. Furthermore, for being part of the Teacher's Entrepreneurial Network since its beginnings, for believing in the youth and the potential of our forests. For his human qualities, fellowship, and friendship.
Sustainable rural co-design, Ecatzingo 19S

On September 7th and 19th 2017, Mexico experienced high-magnitude earthquakes that presented some challenges that we have as a society, but they also showed the extraordinary solidarity that exists in this country and the world.

With the support of Santander - financial institution that year after year supports Mexico’s forests and rainforests through donation campaigns by means of its ATM networks nationwide – and its clients, Reforestamos agreed to earmark the resources raised in October 2017 toward the reconstruction of areas in communities near and within forests that were affected by the earthquake.

Under this criteria, and thanks to the alliance between Reforestamos and Telar Social Mexico, the “Ecatzingo, Sustainable Rural Design” project was started, with the objective of contributing to the social and housing reconstruction of this municipality in Estado de Mexico, located at the skirts of the Popocatepetl volcano.

It is indispensable for Reforestamos to position the use of timber for the post 19S construction and reconstruction, in order for sustainable forest management and forest products to be considered as key raw materials for the development of the country and its reconstruction.

Similarly, we consider that through a reconstruction on the social level and the reactivation of a sustainable economy, we can foster development and impact more communities, it is for this reason that the project also involves the support of the FSC®.
Through this project, and with the support of engineering specialists such as EcoAmbientes Mexicanos, Dellecamp Arquitectos, Universidad Centro, and Arquitectura Natural, we will contribute to the improvement of habitability by rebuilding 10 homes that will serve as prototypes to strengthen the municipality's constructive systems and techniques, as well as building a model house with timber and adobe produced in the zone, and we will additionally offer support with structural rehabilitations and 20 minor reparations. Eight temporary classrooms will be installed in order for the children of the community to continue their education during the reconstruction of the damaged school campuses. At the same time, we are attempting to promote forest activities and to take advantage of the area's potential. For that, Ecatingo's communal authorities have joined together with the National Union of Community Forest Organizations A.C. (UNOFOC, Spanish acronym), the national chapter of FSC® Mexico, the National Forest Commission (CONAFOR, Spanish acronym), and Proboque. Synergistically, this will have an influence in regards to the sustainable forest management of the western region of Izta-Popo National Park.

Gracias a los clientes Santander
llegamos a: $2,823,870.00

Con tu aportación apoyas el trabajo de Reforestamos en la reconstrucción de viviendas y aulas sustentables en zonas afectadas por los sismos de este año.

* Foto: Telar Social México
Private sector invests and operates responsibly

For Reforestamos, it is indispensable to foster responsible investment and operations from the country's private sector. Companies must consume responsibly the forest goods and environmental services that the owners of the forests and rainforests generate.
Better Alliances, Better Forests

The “Better Alliances, Better Forests” initiative is celebrating its 6th anniversary. Throughout these years, Reforestamos generated strategic alliances with different sectors of society (Government, Youth, NGOs, Communities, and Companies) to work together, but primarily, it helped companies to generate social-responsibility actions focused on the protection and maintenance of forests in Mexico, favoring their restoration under a focus of sustainability.

In 2017, more than 13,800 volunteers from 67 institutions participated, and more than 5,737 hectares of forests were intervened by performing restoration activities in the states of Jalisco, Michoacan, Veracruz, Colima, Queretaro, Guanajuato, Nuevo Leon, Estado de Mexico, Puebla, Yucatan, Baja California, and Mexico City.

Seven Productive Projects were launched, integrated by 72 direct beneficiaries from eight ejidos located in three federally protected Natural Areas related to subjects such as ecotourism, pine-needle handicrafts, apiculture, community greenhouses, vegetable preserves and fruit liquors, and the Community Collection Center for the management of residues and production of wild bay.

In 2017, the “Better Alliances, Better Forests” program generated 678 temporary jobs indirectly benefiting 3,051 people.

Reforestamos México, through the MAMB, has contributed since 2011 in the recovering of forests and rainforests, thanks to the restoration of

MORE THAN 5700 HA

Through our productive social entrepreneurship projects, the Youth Network, and our Forestry events, MAMB currently has an influence in

15 STATES
IN MEXICO

And we have planted

MORE THAN
3 MILLION TREES
Finally, in 2017 Reforestamos signed different alliances with governments through collaboration agreements, which add up to the already existing ones:

- Collaboration Agreements with the National Forestry Commission (CONAFOR, Spanish acronym), the National Commission of Natural Protected Areas (CONANP, Spanish acronym) from the Yucatan Peninsula and the Mexican Caribbean Region, CONANP from the Baja California and North Pacific Region, the Ministry of the Environment, Natural Resources, and Climate Change from the state of Michoacan, the Environment and Land-Use Planning Office (PAOT, Spanish acronym) from Mexico City, and the Ministry of Ecology and the Environment (SEMA, Spanish acronym) from Quintana Roo; with the objective of taking coordinated actions for the sustainable management of natural resources, be it in the field or in cities, or for the organization of contests and initiatives that position the importance of our trees and forest ecosystems.
We would like to thank Reforestamos Mexico for the actions they took in our community, as, despite our remoteness with the metropolitan area, they have concerned themselves with the care and conservation of our zone. They have provided us with work through the private initiative by organizing reforestation events. It makes us proud to participate as a Brigade, being that these type of events bring life to our Ejido due to the positive energy that they generate by bringing together all these people who have the same objective of taking actions for our planet. In this way, we are able to transmit to other communities and visitors the importance of taking care of our Forests.”

Erasmo Gonzalez Luna/Ejido Commissioner from El Pajonal Ejido

Green Cities

In 2017, the subject of urban tree planting was consolidated, as part of the agenda and vision of Reforestamos. We conducted a workshop with experts from different branches (civil society organizations, nursery owners, architects, private sector companies, international cooperation agencies, and representatives of local governments and dependencies) which turned out to be fundamental, as it made it possible to move forward in regards to the construction of the green urban agenda, and to define the positioning strategy of subjects related to tree planting and green public spaces, as critical priorities for the cities.
This is a challenging task that will be analyzed from the advocacy agenda to find the best links that will allow to move our tree-planting objectives forward in a faster and more strategic manner in urban areas. One of these links will be citizenship participation, to a large extent through the Settler Associations. Their collaboration will be fundamental to be able to consider them as allies for the creation and maintenance of these spaces, which will aid in the positioning of green urban areas both in the public and private agendas.

This year, Reforestamos concluded its participation in the Reforestation Campaigned launched by Mexico City's government in 2016. Along with Grupo Bimbo, we planted 158 trees located in four median strips within the Azcapotzalco, Alvaro Obregon, and Cuajimapla Delegations.

In alliance with Citibanamex, we also participated in the creation of La Mexicana Park, located in the Santa Fe area. We coordinated the planting of 240 trees for the “Paseo de los Encinos” main pedestrian street, and in 2018 we expect to conclude planting in this park by reaching 306 planted trees.

Finally, in alliance with the Mexico Vivo Foundation, Reforestamos recovered a 270 m2 space in the Cuauhtemoc Delegation, in Mexico City. With the help and time of volunteers from both organizations, we planted 1,277 herbaceous plants of 9 different species, as well as a 3-meter tall oak tree.

It is worth mentioning that every tree that is planted in Mexico City is large-sized. On average, their height is between five and nine meters, and their age is approximately between eight and ten years, as these characteristics increase the probabilities of their survival. 🌳
The Mexican Alliance for Biodiversity and Business is a permanent mechanism of cross-sectional dialogue that aims to catalyze the collective action of its members towards the conservation, sustainable use, and restoration of biodiversity through the exchange of information, cross-sectional discussions, and skill development. It was created at the 13th Conference of the Parties of the Biological Diversity Agreement in 2016 in Cancun, which led to the response and commitment from the Mexican private sector to stop and revert the loss and degradation of biodiversity.

The Alliance is comprised by 31 members from major companies and financial institutions, civil society organizations who are leaders in the subjects and agencies of international cooperation.
In 2017, Reforestamos made progress in the national and international positioning of the AMEBIN with relevant actors, which led to the management of spaces for discussion with the private sector, among whom stood out the Forestry Seminar, organized between the Environment and Natural Resources Ministry, the National Forestry Commission, and the AMEBIN, to promote more and better interactions between the private sector and the forests by means of responsible consumption and investment. Another relevant event was the workshop conducted by the National Commission for the Use and Knowledge of Biodiversity (CONABIO, Spanish acronym), to present the National Strategy for Biodiversity to AMEBIN-participating companies, in order to invite them to take part in its implementation.

Since its creation, Reforestamos has coordinated the Secretariat for the Alliance; the first year we did it together with Citibanamex, in representation of civil society organizations and the corporate sector respectively. The members of the Alliance motivated Reforestamos to coordinate the secretariat for one more year (2018), this time joined by Proteak as corporate representative, taking over Citibanamex's role.

2017 was a year full of lessons and challenges in regards to the coordination of a cross-sectional Alliance with different interests, perspectives, and needs. Aligning the interests and goals of the different members, as well as integrating the Alliance within the processes and priorities of each one of its members has been a challenge that we will continue to approach in 2018, along with the other members that belong to it, with the objective of making it possible for the corporate sector to integrate biodiversity issues into their work agendas, with the expectation that this subject be considered beyond philanthropic activities.

In 2017, companies in the category of 6 to 10 years that participated in the procurement process of the ESR distinctive (Socially Responsible Company) from the Mexican Center for Philanthropy (CEMEFI, Spanish acronym) responded and provided information regarding their forest footprint.

The inclusion of this new concept (forest footprint) within the ESR Distinctive is a turning point to divulge forest culture in our country's private sector. According to the results presented by the CEMEFI, a total of 160 companies from the category of 6 to 10 years that participated in 2017's process, reported measuring, managing, and reducing their forest footprint.

In 2018, Reforestamos will continue participating with the CEMEFI and the ESR Distinctive through the Committee for the Revision of Indicators of Protection and Preservation of the Environment to accompany the process and to find out more about how the private sector understands its forest footprint. We will seek to create guidelines that allow participating companies to understand correctly the concept of forest footprint and thus, strengthen the private sector's culture towards forests.
Government facilitates the integral management of the landscape

Reforestamos' work model includes influencing the government in order for the normativity, public programs, and budget to be aligned in favor of the comprehensive management of the landscape and hence, achieve the objectives. For that, it has many initiatives and projects that result in the achievement of that incidence.
The National Board of Forestry (CONAF, Spanish acronym) is the advisory technical organ established by the General Law of Sustainable Forest Development so that the federal government can consult with the different sectors in society with respect to topics related to the design and execution of forest policies. Reforestamos participates in representation of Non-Governmental Organizations.

In 2017 our work was centered in the proposal for a new General Law for Sustainable Forest Development. We participated in 10 discussion panels along with other civil society organizations and members of the Commission of the Environment from the senate. The result of this work was a proposal that was put into the consideration of the Senate's Commission and that incorporated the modifications into the Minute that they received from the Chamber of Deputies. By December 2017, the new Forest Law proposal was in process of being ruled by the Commission for Legislative Studies (first).

Participating in this process allowed Reforestamos to be present in the media and in two forums conducted in the Senate, which positioned us as one of the expert organizations in subjects such as forest legislation.

Through dialogues and discussion panels among the countries of the region, Reforestamos promotes the exchange of experiences regarding legality and transparency in the forest sector, based on the analysis of the information generated by the incidence area in public policy. The objective is to bring together the Mexican authorities in charge of this issue to support the strengthening of their skills, and to promote collaborative strategies with territorial impact in the region.

In 2017, we signed a Collaboration Agreement with the Autonomous Regional Corporation of Risaralda (CARDER, Spanish acronym), to promote discussion spaces that allow for the exchange of experiences about forest legality and governance in Latin America, under a focus of forest competitiveness.

Reforestamos promoted the signing of the Collaboration agreement between the Forest Protector from Estado de Mexico (PROBOSQUE, Spanish acronym) and the National Forest Institute of Guatemala (INAB, Spanish acronym), which aims to generate cooperation strategies for forest legality and transparency between both institutions.

We were able to facilitate the exchange of experiences between the Supervising Organ of Wild Forest and Fauna in Peru (OSINFOR, Spanish acronym) and the General Office of Environmental Protection (PROFEPA, Spanish acronym), to establish channels of cooperation for the verification of the legal origin of timber imports in the customs, ports, and airports of both countries. The challenge relies in continually fostering communication among the countries that share this problematic of forest illegality, in order to promote concrete cooperative actions that effectively improve the situation of the forests in the region.
“The exchange of experiences with PROFEPA strengthens international cooperation for the verification of the legal origin of the timber that is exported and imported between Peru and Mexico”

Maximo Salazar Rojas, OSINFOR’s Executive President.
The Ministry of the Environment and National Resources is attributed three instruments to regulate the activities that can cause an impact on the forests and rainforests in the country:

1) Environmental Impact Evaluations;
2) Forest Land-Use Change, and;
3) Forest-Timber Resource Utilization Authorizations.

Currently, these do not fully comply with the open-data national standard, established in the General Law of Transparency and Access to Public Information (2015), which implies that in order to obtain the information that each instrument generates, it is necessary to make the consultations individually and in closed formats, through a slow, complex, unintegrated, and not-so-friendly process. That is why Reforestamos, in alliance with CartoCritica and the Mexican Center for Environmental Law (CEMDA, Spanish acronym), is actively promoting the increase in transparency in these SEMARNAT instruments so that through public governmental information systems that are friendly, accessible, and open source, we can gain access to relevant and strategic information that can be useful for the decision-making processes and citizen participation.

The “Strengthening of Transparency in the Forest Sector” study was published, which is a document that elaborates a diagnosis of the current state of the sector regarding transparency in Environmental Impact Evaluations, Forest Land-Use Change, and Forest-Timber Resource Utilization Authorizations. The legal framework was analyzed and a geostatistical analysis was conducted. The document offers punctual recommendations for the SEMARNAT to support the transition towards higher proactive transparency regarding the information they safeguard.

In order to support citizen participation in the access to forest information, Reforestamos developed a platform: www.bosquesabiertos.org.mx, where Environmental Impact Evaluations, Forest Land-Use Change, and Forest-Timber Resource Utilization Authorizations (among other instruments) can be freely consulted, with georeferenced information obtained through multiple requests of access to information given to SEMARNAT.

As a result of the involvement with the topics of access to information and transparency, Reforestamos joined the Civil Society Organizations (CSO) group for transparency in Mexico’s governmental posture in the “Regional Agreement for Latin America and the Caribbean regarding Principle 10 from Rio de Janeiro”. Principle 10 seeks to ensure that every person has access to information, participates in the decision-making process, and has access to justice in environmental issues, with the goal of guaranteeing the right to a healthy and sustainable environment for current and future generations.

Throughout this time, we participated in diverse meetings and we signed two letters that were delivered to the Ministry of Exterior Relations and SEMARNAT to urge Mexico to sign a Bonding Agreement regarding Principle 10.

Reforestamos was invited by the Ministry of Public Service (SFT, Spanish acronym) to follow-up the implementation of the commitments of the Second Plan of National Action from the Alliance for Open Government within the Governance Axis of Natural Resources and Climate Change. To this day, two follow-up meetings and two informative meetings have taken place, all of these convened by the SFP. The “Strengthening of Transparency in the Forest Sector” project acts within the Initiative for the Strengthening of Civil Society Organizations (IFOSC), promoted by the German Cooperation for Sustainable Development (GIZ, German acronym), the Mexican Agency of International Cooperation for Development (AMEXCID), and the Ministry of Exterior Relationships through the General Bonding Management with Civil Society Organizations (DGVOSC, Spanish acronym).
"The project that Reforestamos implemented was very innovative because it puts together two issues that are not normally touched: transparency and accountability, and the development of the forest sector in Mexico. In this way, the results not only enrich the analysis around the situation of transparency in the sector, but also they contribute to the promotion of good governance in the country."

Lothar Rast, director of the project: “Initiative for the Strengthening of Civil Society” of the German Cooperation for Sustainable Development (GIZ).
Estado de Mexico's Legal Timber Program (PML, Spanish acronym)

Reforestamos seeks to strengthen the legal timber market through its Legal Timber Program by means of the systematization and transparency of the forest supply chain, with the goal of guaranteeing the purchase of legal timber from an inspected establishment. Its main component is a geospatial platform where any person can easily visualize the information. This provides competitive advantages for the producers and transformers that operate under the same normativity. The PML can lead to other actions such as cross-sectional agreements and governmental purchase guidelines, oriented towards legality.

In 2017, Reforestamos, in alliance with the Estado de Mexico’s Forest Protector (PROBOSQUE, Spanish acronym) and the “Ing. Jorge L. Tamayo, A.C. Geography and Geomatics Investigation Center” (Centro Geo), worked to ensure that the Forest Information System of Estado de Mexico (SIFEM, Spanish acronym) has the capabilities required by PML's geospatial platform. This allows for the optimization of the management of the information regarding the legality of the venue's utilization, sawmills, and lumber yards. In the same vein, we conducted two consultation forums with forest producers, transformers, and marketers in order to get them involved from the early phases and to gather comments about the preliminary design of the PML. As a result of these forums, we discovered the need to include elements of voluntary compliance.
The program was presented in two forums, one at the First Sustainable Forest Development Forum, organized by PROBOSQUE, and the second at the Legality Week, organized by the World Resources Institute (WRI), in Washington D.C.

The next steps are organizing consultation events with interested actors to make the final adjustments to the PML design, according to the feedback gathered. The PML is visualized as a forest management and information transparency tool that will allow to improve the decision-making process in regards to the purchasing of wood, which will strengthen the legal market.

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"The joint effort of Reforestamos and GeoInt-CentroGeo to develop the Legal Timber Project is an example of the successful collaboration between the organized civil society and the education and research institutions. The design and operational start-up of the platform will serve to guarantee the legality and legitimacy of the activities in the Mexican forest sector".

Carmen Rodriguez, Coordinator of Relations from the National Laboratory of Geointelligence in Centro Geo.

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Reforestamos is committed to the restoration of the landscape, aiming to optimize the use of land to bring back the characteristics that help reestablish the functions of a degraded ecosystem by using the landscape with sustainable management practices and commercial models and thus, revitalize the economy. These actions have as a goal the recovery of natural capital such as biodiversity and water, as well as the improvement of the means of life of people and communities.

The Productive Restoration of the Landscape (PRL) presents itself as a relatively new paradigm that requires the support and articulation of efforts between the public, private, and social sectors to stop degradation. Hence, Reforestamos fosters processes of diffusion, socialization, and cross-sectional and interinstitutional collaboration that allow to implement productive restoration in Mexico, and in this way, stop the deforestation and degradation processes that threaten our forests and rainforests.

For that matter, we generated the “Productive Restoration of the Landscape in Mexico” document, which develops and promotes the focus of the PRL as a reference for the socioeconomic development and environmental remediation in degraded zones.

The document provides a detailed outlook about its application in Mexico through strategic planning, objectives, and lines of action that contribute to productive restoration to comply with the commitments signed by SAGARPA and CONAFOR to restore 8.5 million hectares by 2020.

Similarly, it offers collaboration opportunities between SAGARPA and CONAFOR through an analysis of the budgeting programs of both dependencies and their main points to foster productive restoration as a transversal strategy in both sectors. A practical case for the Yucatan Peninsula is being developed, which includes strategies in public policies, localized barriers, created negotiations, and the scopes achieved in synchrony with the participation of the local communities, with the vision of supporting the compliance of the commitment signed by the states of Campeche, Quintana Roo, and Yucatan to restore two million hectares by 2030.
The strategy and work that Reforestamos develops to contribute to the productive restoration of the landscape in Mexico was presented at the Annual Meeting of Technical Members of the 20x20 Initiative that took place in the International Center of Tropical Agriculture in Cali, Colombia.

Similarly, we started a new project with the UICN that is supported by the financing of the Program on Forests (PROFOR) of the World Bank and has the objective of supporting the implementation of the recent collaboration agreements signed in 2016 between the Ministry of Agriculture, Farming, Rural Development, Fishing and Nourishing (SAGARPA, Spanish acronym), the Ministry of the Environment and Natural Resources (SEMARNAT, Spanish acronym), and the National Forest Commission (CONAFOR Spanish acronym).

In light of this, Reforestamos seeks to strengthen its relationship and impact in SAGARPA, to continue working with UICN, and to create new alliances with research centers that contribute to the generation of information of viable productive models for the implementation of productive restoration.

“Social participation in the design and implementation of public policies is fundamental to incorporate the expectations, knowledge, and proposals from the civil society. In this context, Reforestamos Mexico generates relevant proposals for the productive restoration of the landscape and facilitates the interaction between governmental dependencies and civil society organizations, aligning efforts and approaches to contribute to sustainable rural development to generate productive activities and to conserve forest resources”.

Jorge Fernandez, Manager of Planning and Informatics, in CONAFOR.
Forums and seminars in which Reforestamos participated

As part of Reforestamos’ strategy to position the importance of forestry subjects in different sectors, we participated in discussion panels that allow for the interaction with other actors and people interested in finding out more about forestry subjects, as is the case of legislators, students, and people who work for other organizations.
“The Importance of Strengthening Transparency for the Forestry Sector”

This forum informed about the “Strengthening of Transparency in the Forestry Sector” study, the “Open Forests” platform was introduced, and discussion panels were scheduled where experts from different government environmental institutions and organizations approached the key elements necessary to ensure the transparency of the forestry sector in Mexico.

As part of this project, we positioned the subject of transparency as a transversal axis for Reforestamos and we strengthened the relationship with representatives from sixteen organizations and institutions specialized in political, environmental, and information access and transparency subjects through multiple interviews. The socialization of the results of the project included the recording of nine capsules about the need to make forest information transparent due to its relevance to other sectors beyond the environmental.
The International Conservation Caucus Foundation (ICCF) is an organization that seeks to mobilize the political will of decision makers towards the management of natural resources. In that sense, the ICCF contacted Reforestamos to organize an event that would contribute to increase awareness about the multiple benefits that forest ecosystems provide for the achievement of sustainable development. The forum was specially directed to legislators; consequently, Politica y Legislacion Ambiental, A.C. (Polea) – an organization which specializes in legislative work – had a fundamental role in building the relationship with the Commission for the Environment and Natural Resources (COMARNAT, Spanish acronym) of the senate.

The forum took place in the facilities of the Senate, with the main objective of generating a space for dialogue between diverse actors such as civil society, academy, federal government and legislators, about the relevance of forests in economic, social, and environmental terms.
In the inauguration, discussion panels, and closing, we counted with the participation of the head of the National Forest Commission, the representative of Mexico in UN Environment, the CEO of the COMARNAT, the Director of the 2030 agenda for the presidency of the country, as well as renowned academics, members of civil society organizations, and government officials specialized in such subjects.

"The synergy with Reforestamos Mexico has allowed us to strengthen the cross-sectional dialogue about key subjects to promote sustainable development in the country, such as the importance of forest ecosystems and their contribution to the achievement of the national and international commitments regarding biodiversity and climate change.

This year, we have collectively organized some spaces for dialogue where we have promoted the participation of the government, private sector, civil society, academy, and the general public, seeking to position the environmental subject in the political agenda.

It has been quite gratifying to collaborate with a team of young people who are committed to the conservation of our natural resources and to the promotion of sustainable development in Mexico".

Eleonora Aranda, Environmental Policy and Legislation (Polea)

University Seminar of Society, Environment, and Institutions

This Seminar is a project from the Institute of Social Research in UNAM, where experts in environmental and social subjects are invited to engage in discussion and generate a university agenda that includes relevant topics for the environmental agenda.

Reforestamos participated in the Seminar in two occasions, one to speak about the General Law for Sustainable Forest Development regarding legality subjects, and the second time to discuss forest transparency. These participations can be consulted on the Institute’s YouTube channel at: http://104.155.139.46/
Society recognizes the value of forests

Reforestamos' work model includes working with people through organized civil society organizations, as, with the support of these organizations, we can achieve the objective of increasing the number of people involved with environmental causes, and thus, position before the government and the private sector the necessity to improve public and private policies in favor of sustainable development.
Mexican Alliance for Biodiversity

The Mexican Alliance for Biodiversity (AMB, Spanish acronym) is one of the main results from the Civil Society and the Youth Forum that took place at the 13th Conference of the Parties from the Convention on Biological Diversity (CBD) in Cancun, Mexico. Reforestamos, together with a group of civil society organizations (CSO), joined this Alliance to contribute with skills and to promote participative, inclusive, and transparent processes regarding biodiversity both nationally and internationally.

Since its beginning, this Alliance has counted on technical support from Project 00089477: “Strengthening citizen participation and environmental governance for sustainability” from the UN’s program for the development of Mexico. Currently, it consists of 18 organizations that work from diverse sectors such as forests, fishing, and tourism towards biodiversity. Since the constitution of the Alliance, Reforestamos serves as the Technical Secretariat in 2017 and will continue to do so until the end of 2018.

In addition to grounding the fundamental bases for its organization and performance, the Alliance has already been presented to the Ministry of Exterior Relations, through the General Direction of Relations with Civil Society Organizations, to the the Ministry of the Environment and Natural Resources, by means of the Coordinating Unit of Social Participation and Transparency, and to the National Commission for the Knowledge and Use of Biodiversity, which are the main interlocution agencies for the objectives of this network.

As a result of this bond, Reforestamos started participating in the construction of Mexico’s positions regarding the establishing of international decisions for the achievement of CBD’s objectives. We participated in the 21st Meeting of the subsidiary organ of scientific, technical, and technological assessment, and the 10th Meeting of the work team about article 8(j) in Montreal, Canada, which made it possible to start a relationship with organizations from different countries and other relevant actors working towards COP14. Additionally, contributions were made to the position that the government’s representation had regarding cross-sectional participation.

Reforestamos seeks to be a benchmark for civil society in subjects related to the strengthening and participation in the processes derived from the CBD. Hence, its labor will be directed towards consolidating the Alliance, influencing national positions, and working on the route towards COP14 of the CDB, which will take place in Egypt in November 2018.
"The AMB has succeeded in concretizing strategic planning, it elaborated a diagnosis of skills from the organizations that integrate it; additionally, relationships were build with key actors in the subject and opened interlocution channels for CDB's implementation, as well as for the generation of strengthening proposals for citizen participation in regards to biodiversity in the context of the CDB”

Ariana Peña, Project 00089477 from PNUD in Mexico.
The OJA network strives for the youth who work or have an interest in environmental and forestry subjects to create a bond among organizations, dependencies, and private initiative to strengthen, multiply, and professionalize environmental activities through innovative mechanisms and tools that cause an impact from the local to the global, transcending time.

The Second OJA network’s Connectivity Event took place in 2017, and its first Advisory Council was put in place. In the same vein, we hosted 30 youth organizations. The pronouncement of the OJA network about the proposals to reform Forest Law was read at the Consultation Forum from the senate. In addition, four webinars were organized and social media was used as a tool to position the work of the eight allied organizations.

Our purpose for 2018 is to achieve a more solid OJA network, with governance, better-prepared organizations, higher initiative, and actions in the territory.

Testimonial

“We are very pleased with the inclusion of activities related to information technologies, like the Dataton”.

Karla Irene Ramos Flores, Representative of Epicentro Inefable A.C, Puebla City.
FSC® Membership

As part of the internalization strategy, Reforestamos decided to become a member of the FSC®, looking to interact with international and national actors specialized in the use, production, and commercialization of forest goods. The goal is to catalyze all the knowledge that FSC® Mexico members have, to influence the public agenda and bring forth proposals about certification.

2017 was particularly relevant for the FSC®, as it celebrated its General Assembly, which is a space that gathers the three chambers that compose it: the economic, the environmental, and the social. At the Assembly, relevant topics were discussed about the certification system, among them the ones related to small producers, non-timber, intact landscapes, and governance. From the Mexican membership, Reforestamos promoted the organization of a series of meetings so that the Mexican members could analyze and construct common positions with respect to the topics that were discussed derived from the different motions presented by the members. We participated in the General Assembly, creating alliances with Latin America, the Social Chamber, and specially the Mexican membership. Reforestamos publicly manifested in favor of incorporating productive restoration subjects in the certification, in order to incentivize the compliance of international initiatives, such as the Bonn Challenge.

National Photography Contest, Forestry Vision, and “Centinelas del Tiempo”, Global Forest Watch Contest, and MAMB Corporate Recognition

To celebrate Reforestamos’ XV anniversary, we organized a special event where some of the organization’s projects culminated. It was also the perfect scenario to celebrate another year of working for the forests and rainforests of Mexico with our allies.

The Award Ceremony for the 7th edition of the “Forestry Vision and Centinelas del Tiempo 2017” National Photography Contest was conducted for the second time in alliance with the National Forest Commission (CONAFOR, Spanish acronym). The event was a great success, as there was significant participation from society.

In this edition, the contest was carried out through a digital platform where participants submitted their pictures online, however, the option to submit the pictures physically was also available for those who preferred it. In this occasion, each participant was allowed to submit 25 pictures, which had to fit in the following categories: Forestry Actions, Forest Landscape, Urban Trees, Rural Trees, and Wild Trees.
The final result reached a total of 4,351 submitted pictures, categorized as follows:

- **566** pictures in the “Forest Actions” category
- **1,810** pictures in the “Forest Landscape” category
- **1,975** pictures in the “Centinelas del Tiempo” category
- **748** pictures in the “Urban Tree” modality
- **754** pictures in the “Rural Tree” modality
- **473** pictures in the “Wild Tree” modality

The “Forestry Vision and Centinelas del Tiempo” contest allows the general public to become familiar with forestry subjects and to approach it in a friendly way to incentivize people to explore and discover the majestic trees that exist in Mexico, promoting a culture of respect, care, and admiration.

Each of these categories has a unique identity and that is why it is important to include it. The category of Forest Landscapes aims to recognize the scenic beauty of forest ecosystems and their cultural relationship. The category of Forestry Actions seeks to capture in images the dynamic and positive interaction of society with regards to the activities for the protection, conservation, and sustainable use of forest ecosystems.

There are three modalities within the category of Centinelas del Tiempo: Urban Trees, which seeks to identify those large trees that survive urban growth and that remind us of our connection to nature. Rural trees, which aims to recognize those trees that - due to their majesty – stand out in the country, towns, life in the ejidos and communities. Finally, Wild Trees, whose objective is to help bring to light unknown trees that are difficult to access, trees that, because of their beauty, have the capacity to inspire the conservation of protected natural areas.
Selecting the winners from 2017 was a difficult decision due to the great quality of the submitted photographs; the jury was composed by professionals in forestry and artistic subjects: Alina Garduño Loazano, Editorial Director of National Geographic Traveler; Amparo Borja de la Rosa, Head Researcher and Professor of Universidad Autonoma Chapingo; Gunther Jorge Sahagun De Silva, Editor of Photography for Grupo Expansion; Armando Gomez Guerrero, Head Researcher and Professor of the Post-Graduate College; Mariana Manina, photographer for National Geographic Traveler; Diana Marchal Valencia, Member of the Mexican Association of Arboriculture; Francisco de Burgos Arellano, independent cinematic photographer; Alejandro Velazquez Martinez, Hear Researcher and Professor from the Post-Graduate College; Erick Pinedo Gonzalez, Editorial Coordinator for NatGeo Traveler, and Teobaldo Equiluz Piedra, Head Researcher and Professor for Presidente FMA, A.C.
Here are the ten winners of the contest, plus our five honorific mentions:

### Forest Landscape Category

<table>
<thead>
<tr>
<th>First Place</th>
<th>Second Place</th>
<th>Honorific Mention</th>
</tr>
</thead>
</table>

### Forest Actions Category

<table>
<thead>
<tr>
<th>First Place</th>
<th>Second Place</th>
<th>Honorific Mention</th>
</tr>
</thead>
</table>

### Urban Tree Category

<table>
<thead>
<tr>
<th>First Place</th>
<th>Second Place</th>
<th>Honorific Mention</th>
</tr>
</thead>
</table>

### Rural Tree Category

<table>
<thead>
<tr>
<th>First Place</th>
<th>Second Place</th>
<th>Honorific Mention</th>
</tr>
</thead>
</table>

### Wild Tree Category

<table>
<thead>
<tr>
<th>First Place</th>
<th>Second Place</th>
<th>Honorific Mention</th>
</tr>
</thead>
</table>
In addition, we awarded the more than 140 allies that collaborated with Reforestamos throughout 2017, among which are companies and government institutions at the three levels (federal, state, and municipal).

The event counted with the participation of Arturo Beltran, General Director of the National Forestry Commission (CONAFOR, Spanish acronym); Daniel Servitje, CEO and General Director of Bimbo; and Javier Millan and Ernesto Herrera, CEO and General Director of Reforestamos, respectively, both acting as hosts of the event. More than 300 people from companies, government institutions, civil society organizations, and people who have closely followed the work of Reforestamos attended the event.

**Social media**

As part of its positioning, Reforestamos strategically and dynamically communicates the different initiatives, events, forums, and alliances through social media.

In this period, the number of followers in social media increased as follows:

- Facebook: from 55,732 to **62,103 followers**.
- Twitter: from 18,539 to **19,449 followers**.
- Instagram: **1,079 followers**.
- YouTube: The number of videos related to topics like JEF, MAMB, Centinelas del Tiempo, and the new GFW Contest **increased**.
Financial Statements
## Statement of activities

For the years that ended in December 2017 and 2016  
(In Mexican Pesos)

<table>
<thead>
<tr>
<th>Source of income:</th>
<th>2017 Unrestricted</th>
<th>Temporally Restricted</th>
<th>Total</th>
<th>2016 Unrestricted</th>
<th>Temporally Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash donations</td>
<td>$39,341,646</td>
<td>$10,000,000</td>
<td>$49,341,646</td>
<td>$44,935,888</td>
<td>-</td>
<td>$44,935,888</td>
</tr>
<tr>
<td>Interest income</td>
<td>1,843,536</td>
<td>-</td>
<td>1,843,536</td>
<td>2,204,489</td>
<td>-</td>
<td>2,204,489</td>
</tr>
<tr>
<td>Other income</td>
<td>9,169</td>
<td>-</td>
<td>9,169</td>
<td>95,817</td>
<td>-</td>
<td>95,817</td>
</tr>
<tr>
<td>Total income</td>
<td>41,194,352</td>
<td>10,000,000</td>
<td>51,194,352</td>
<td>47,236,194</td>
<td>-</td>
<td>47,236,194</td>
</tr>
<tr>
<td>General expenses</td>
<td>42,470,591</td>
<td>15,568,922</td>
<td>58,039,513</td>
<td>47,020,950</td>
<td>10,500,000</td>
<td>57,520,950</td>
</tr>
<tr>
<td>(Insufficiency) excess of income over expenses</td>
<td>-1,276,240</td>
<td>-5,568,922</td>
<td>-6,845,162</td>
<td>215,244</td>
<td>-10,500,000</td>
<td>-10,284,756</td>
</tr>
<tr>
<td>Equity at the beginning of the year</td>
<td>34,960,250</td>
<td>15,568,922</td>
<td>50,529,172</td>
<td>34,745,006</td>
<td>26,068,922</td>
<td>60,813,928</td>
</tr>
<tr>
<td>Equity at the end of the year</td>
<td>$33,684,010</td>
<td>$10,000,000</td>
<td>$43,684,010</td>
<td>$34,960,250</td>
<td>$15,568,922</td>
<td>$50,529,172</td>
</tr>
</tbody>
</table>
Reforestamos México, A. C.

Overall balance
As at December 31st 2017 and 2016
(In Mexican Pesos)

<table>
<thead>
<tr>
<th>Asset</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Floating assets:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$33,880,535</td>
<td>$10,000,000</td>
<td>$43,880,535</td>
<td>$34,001,328</td>
<td>$15,568,922</td>
<td>$49,570,250</td>
</tr>
<tr>
<td>Receivable donations</td>
<td>95,959</td>
<td>-</td>
<td>95,959</td>
<td>90,000</td>
<td>-</td>
<td>90,000</td>
</tr>
<tr>
<td>Sundry debtors</td>
<td>233,403</td>
<td>-</td>
<td>233,403</td>
<td>362,493</td>
<td>-</td>
<td>362,493</td>
</tr>
<tr>
<td>Advance payments</td>
<td>352,459</td>
<td>-</td>
<td>352,459</td>
<td>460,699</td>
<td>-</td>
<td>460,699</td>
</tr>
<tr>
<td><strong>Total floating assets</strong></td>
<td>34,562,356</td>
<td>10,000,000</td>
<td>44,562,356</td>
<td>34,914,520</td>
<td>15,568,922</td>
<td>50,483,442</td>
</tr>
<tr>
<td>Property, furniture, and equipment</td>
<td>2,232,483</td>
<td>-</td>
<td>2,232,483</td>
<td>2,442,957</td>
<td>-</td>
<td>2,442,957</td>
</tr>
<tr>
<td>Security deposits</td>
<td>38,000</td>
<td>-</td>
<td>38,000</td>
<td>38,000</td>
<td>-</td>
<td>38,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$36,832,839</td>
<td>$10,000,000</td>
<td>$46,832,839</td>
<td>$37,395,477</td>
<td>$15,568,922</td>
<td>$52,964,399</td>
</tr>
</tbody>
</table>

**Liability and equity**

**Current liabilities:**

<table>
<thead>
<tr>
<th>Account</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>$592,030</td>
<td>$ -</td>
<td>$592,030</td>
<td>$287,454</td>
<td>$ -</td>
<td>$287,454</td>
</tr>
<tr>
<td>Taxes and accrued expenses</td>
<td>1,113,644</td>
<td>-</td>
<td>1,113,644</td>
<td>1,001,666</td>
<td>-</td>
<td>1,001,666</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>1,705,674</td>
<td>-</td>
<td>1,705,674</td>
<td>1,289,120</td>
<td>-</td>
<td>1,289,120</td>
</tr>
<tr>
<td>Employee's benefits</td>
<td>1,443,154</td>
<td>-</td>
<td>1,443,154</td>
<td>1,146,107</td>
<td>-</td>
<td>1,146,107</td>
</tr>
<tr>
<td><strong>Total liability</strong></td>
<td>3,148,828</td>
<td>-</td>
<td>3,148,828</td>
<td>2,435,227</td>
<td>-</td>
<td>2,435,227</td>
</tr>
<tr>
<td>Unrestricted equity</td>
<td>33,684,011</td>
<td>-</td>
<td>33,684,011</td>
<td>34,960,250</td>
<td>-</td>
<td>34,960,250</td>
</tr>
<tr>
<td>Temporarily unrestricted equity</td>
<td>-</td>
<td>10,000,000</td>
<td>10,000,000</td>
<td>-</td>
<td>15,568,922</td>
<td>15,568,922</td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td>33,684,011</td>
<td>10,000,000</td>
<td>43,684,011</td>
<td>34,960,250</td>
<td>15,568,922</td>
<td>50,529,172</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$36,832,839</td>
<td>$10,000,000</td>
<td>$46,832,839</td>
<td>$37,395,477</td>
<td>$15,568,922</td>
<td>$52,964,399</td>
</tr>
</tbody>
</table>
Acknowledgments

The work that we have presented is made possible thanks to the close collaboration with different institutions, organizations, people, and communities. We would like to thank all of them for helping us to build a Mexico with more and better forests.

Corporations

ACCSE
Adecco
AMOS
Ashland
Astisa
Avery Dennison
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Bank of America
Banorte
Banorte
Barcel
BASF
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Bunge
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Cemex
Centro Citibanamex
Chevez
CIRKLO
Citibanamex
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Ecomaxei A.C.
Epicentro Inefable A.C.
Magiam Natura S.C.
Redes Verdes
Ursus Natura

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Comisión Nacional de Áreas Naturales Protegidas (CONANP)
Comisión Nacional Forestal (CONAFOR)
Comisión Nacional para el Uso y Conocimiento de la Biodiversidad (CONABIO)
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Fideicomiso para la Administración del Programa de Desarrollo Forestal de Jalisco (FIPRODEFO)
Instituto de Ecología del estado de Guanajuato
Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales (INAI)
Instituto Nacional del Emprendedor
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Protectora de Bosques del Estado de México (PROBOSQUE)
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Región Noreste y Sierra Madre Oriental
Región Occidente Pacífico Centro
Región Península de Baja California y Pacífico Norte
Región Península de Yucatán y Caribe Mexicano
Reserva de la Biosfera Sierra de Manantlán
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Secretaría de Medio Ambiente
Secretaría de Medio Ambiente y Recursos Naturales (SEMARNAT)
Secretaría de Turismo (SECTUR) estado de Guanajuato

Social organizations

Agencia Alemana de Desarrollo (GIZ)
Agencia Francesa de Desarrollo
Alianza para la Sustentabilidad del Noroeste Costero (AlCosta)
Amigos de Sian Ka’an
Asociación de Scouts de México
CartoCritic, Centro Mexicano de Derecho Ambiental (CEMDA)
Causa Natura
Centro de Investigación en Geografía y Geomática "Ing. Jorge L. Tamayo" (Centro Geo)
Comunidad y Biodiversidad (COBI)
Consejo Civil Mexicano para la Silvicultura Sostenible (CCMSS)
Conservación Internacional
Conservación y Biodiversidad (COBI)
Desarrollo de la Cultura Ecológica, Ecos de la Tierra Proyectos Productivos y Medio Ambiente
ECOKABAN
Ecovalores
Fondo Mexicano para la Conservación de la Naturaleza
Fondo Noroeste (FONNOR), Grupo de Ecología y Conservación de Islas
FSC® México
Gaia Consultores
Global Youth Biodiversity Network Capítulo México (GYBN México)
Grupo Sezaric, Unión Nacional de Organizaciones de Forestaría Comunal (UNOFOC)
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La Mano del Mono (Centro Latinoamericano de Gestión Ambiental)
Legado Sustentable
Organización Vida Silvestre
Política y Legislación Ambiental (POLEA)
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Pronatura México
Pronatura México
Pronatura Sur
Provincia Jalisco y Provincia Puebla
Rainforest Alliance
Red de Escuelas por la Educación y la Conciencia Ambiental
Red Mexicana de Organizaciones Campesinas Forestales (Red MOCAF)
Telar Social México, EcoAmbientes Mexicanos, Dellekamp Arquitectos, Universidad Centro y Arquitectura Natural
The Nature Conservancy
Vinculando esfuerzos
World Wildlife Fund México (WWF México)
WRI México

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International Conservation Caucus Foundation (ICCF)
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Unión Internacional para la Conservación de la Naturaleza (UICN)
World Resources Institute (WRI)